

| POPULATION TOTAL | 1990 CENSUS | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|----------------------|-------------|-------------|----------------|----------------|
| UNITED STATES | 248,709,873 | 281,421,906 | 290,647,163 | 305,918,071 |
| MEDIAN AGE (YRS) | | 35.3 | 36.1 | 37.3 |
| OREGON | 2,842,321 | 3,421,399 | 3,555,010 | 3,781,410 |
| MEDIAN AGE (YRS) | ----- | 36.3 | 37.0 | 38.1 |
| HISPANICS (ANY RACE) | | 275,314 | 307,040 | 360,103 |
| STATE'S PERCENTAGE | | 8.05% | 8.64% | 9.52% |

| POPULATION BY RACE | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|-------------------------|-------------|----------------|----------------|
| WHITE | 2,961,623 | 3,051,957 | 3,207,714 |
| STATE'S PERCENTAGE | 86.56 | 85.85 | 84.83 |
| MEDIAN AGE (YRS) | 38.1 | 39.1 | 40.6 |
| BLACK/AFRICAN-AMERICAN | 55,662 | 59,513 | 64,186 |
| STATE'S PERCENTAGE | 1.63 | 1.67 | 1.70 |
| MEDIAN AGE (YRS) | 29.5 | 29.7 | 29.9 |
| AMERICAN INDIAN/NATIVE | 45,211 | 48,219 | 52,641 |
| STATE'S PERCENTAGE | 1.32 | 1.36 | 1.39 |
| MEDIAN AGE (YRS) | 29.3 | 29.1 | 28.8 |
| ASIAN | 101,350 | 110,881 | 126,335 |
| STATE'S PERCENTAGE | 2.96 | 3.12 | 3.34 |
| MEDIAN AGE (YRS) | 31.5 | 32.4 | 34.7 |
| HAWAII/PACIFIC ISLANDER | 7,976 | 8,480 | 9,442 |
| STATE'S PERCENTAGE | 0.23 | 0.24 | 0.25 |
| MEDIAN AGE (YRS) | 25.7 | 25.9 | 26.3 |
| OTHER | 144,832 | 163,791 | 194,175 |
| STATE'S PERCENTAGE | 4.23 | 4.61 | 5.13 |
| MEDIAN AGE (YRS) | 23.1 | 24.0 | 25.0 |

| POPULATION BY LOCALITY | 2003 ESTIMATED | 2008 PROJECTED |
|------------------------|----------------|----------------|
| URBAN | 678,233 | 705,614 |
| SUBURBAN | 2,130,934 | 2,291,697 |
| RURAL | 745,843 | 784,099 |

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

| INCOME | 2003 ESTIMATED | 2008 PROJECTED | |
|---------------------------------|-----------------------|-----------------------|-----------------|
| HOUSEHOLD MEDIAN | \$45,818 | ----- | |
| PER CAPITA | \$23,580 | ----- | |
| EXPENDITURES | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| TOTAL EXPENDITURES | \$55,467,480,000 | \$71,680,878,000 | 29.23% |
| FOOD AT HOME TOTAL | \$6,939,843,600 | \$8,159,557,800 | 17.58% |
| FOOD AWAY FROM HOME TOTAL | \$5,948,973,500 | \$7,602,594,500 | 27.80% |
| FOOD AS % OF TOTAL EXPENDITURES | 23.24% | 21.99% | ----- |
| FOOD AT HOME | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| MEATS (ALL TYPES) | \$1,217,828,900 | \$1,450,406,700 | 19.10% |
| FISH & SEAFOOD PRODUCTS | \$128,026,700 | \$150,616,900 | 17.64% |
| FRUITS & VEGETABLES | \$794,202,700 | \$918,608,300 | 15.66% |
| DAIRY PRODUCTS | \$795,529,800 | \$932,623,200 | 17.23% |
| BAKERY PRODUCTS | \$742,966,100 | \$847,637,200 | 14.09% |
| CEREALS & PRODUCTS | \$382,752,100 | \$458,864,900 | 19.89% |
| PREPARED FOODS | \$1,205,283,900 | \$1,421,831,900 | 17.97% |
| JUICES | \$191,024,700 | \$220,931,800 | 15.66% |
| FOOD AWAY FROM HOME | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| BREAKFAST & BRUNCH | \$410,035,100 | \$578,735,300 | 41.14% |
| FAST FOOD | \$167,594,800 | \$229,096,400 | 36.70% |
| FULL SERVICE | \$242,440,300 | \$349,638,900 | 44.22% |
| LUNCH | \$1,443,321,800 | \$1,837,928,500 | 27.34% |
| FAST FOOD | \$849,945,600 | \$1,054,297,600 | 24.04% |
| FULL SERVICE | \$593,376,200 | \$783,630,900 | 32.06% |
| DINNER | \$2,141,155,600 | \$2,792,637,100 | 30.43% |
| FAST FOOD | \$822,407,400 | \$1,025,931,500 | 24.75% |
| FULL SERVICE | \$1,318,748,200 | \$1,766,705,600 | 33.97% |

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

| FOOD AT HOME EXPENDITURES | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
|-------------------------------|----------------|----------------|----------|
| MEATS | | | |
| MEATS (ALL TYPES) | \$877 | \$978 | 11.52% |
| POULTRY | \$271 | \$303 | 11.81% |
| EGGS | \$49 | \$53 | 8.16% |
| FISH & SEAFOOD | | | |
| FRESH | \$46 | \$50 | 8.70% |
| FROZEN | \$28 | \$33 | 17.86% |
| CANNED | \$18 | \$19 | 5.56% |
| FRUITS / VEGETABLES | | | |
| FRESH | \$404 | \$440 | 8.91% |
| CANNED | \$84 | \$94 | 11.90% |
| FROZEN | \$61 | \$63 | 3.28% |
| OTHER | \$23 | \$22 | -4.35% |
| DAIRY PRODUCTS | | | |
| FRESH MILK & CREAM | \$173 | \$187 | 8.09% |
| CHEESE | \$153 | \$160 | 4.58% |
| ICE CREAM | \$94 | \$103 | 9.57% |
| BUTTER / MARGARINE | \$44 | \$54 | 22.73% |
| BAKERY PRODUCTS | | | |
| BREAD & PRODUCTS | \$416 | \$446 | 7.21% |
| COOKIES | \$74 | \$78 | 5.41% |
| CRACKERS | \$45 | \$47 | 4.44% |
| CEREALS & PRODUCTS | | | |
| CEREALS | \$158 | \$170 | 7.59% |
| PASTA PRODUCTS | \$52 | \$61 | 17.31% |
| FLOUR & MIXES | \$40 | \$48 | 20.00% |
| RICE | \$25 | \$31 | 24.00% |
| PREPARED FOODS | | | |
| SNACKS/CHIPS | \$135 | \$157 | 16.30% |
| JUICES | \$138 | \$149 | 7.97% |
| FROZEN/PREP. OTHER | \$113 | \$132 | 16.81% |
| SOUPS | \$66 | \$76 | 15.15% |
| SAUCES & GRAVIES | \$71 | \$71 | 0.00% |
| BABY FOOD | \$44 | \$48 | 9.09% |
| FROZEN MEALS | \$49 | \$56 | 14.29% |
| NUTS | \$32 | \$35 | 9.38% |
| SALADS | \$29 | \$34 | 17.24% |

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch